

Joint ACAC/A-TED meeting
Cultural District Designation Exploratory Meeting
April 16, 2015, 7-9pm
Old Schwamb Mill

Attendees:

Carla Dorato	ACAC
Leland Stein	ACAC
Judy Weinberg	Arlington Friends of the Drama
Sarah Burks	Cyrus Dallin Art Museum
Aimee Taberner	Cyrus Dallin Art Museum, ACAC
Kathleen Darcy	Cambridge Savings Bank, Chamber of Commerce
Barbara Costa	ACAC, ACA, Town meeting
Sara Lundberg	Arlington Historical Society
Stuart Bronson	Arlington Historical Society
Alberto Guzman	Arlington International Film Festival
Jane L. Howard	Arlington Public Art
Sarah Buyer	Arlington Center for the Arts
Norm McLeod	Arlington Community Media
Suzanne Owayda	Mosaic Oasis
Amy Mongeau	ACAC, Arts and Cultural Liaison
Bob Radochia	ATED MPAC TM
Joyce Radochia	Library
Joe Curro	Board of Selectmen, ATED
April Rank	Arlington International Film Festival
Ted Fields	Planning Dept
Karin Blum	Arlington Cultural Council
Marc Gurton	13 Forest Gallery
Jonathan Hyde	ACAC
Janet O'Riordon	Old Schwamb Mill
Stephanie Stillman	Concord Chamber of Commerce, and Concord Center Cultural District
Jan Whitted	Art Beat
Ed Gordon	Old Schwamb Mill
Stephanie Marlin-Curiel	ACAC
Tom Davidson	ATED

Item I: Presentation on description of the Massachusetts Cultural District
Designation elements and process

Item II: Q & A with Stephanie Stillman from the Concord Cultural District

- Suggests that businesses should write letters of support (for Cultural District designation)

- Good to offer discounts of dinner and theater pairings

- Distributed sample Concord's brochure (calendar), which is very popular, and brings in \$\$ from advertising

- * The Concord map shows all the historical sites, even those that are not technically in the district. Presents a good opportunity to publicize all possible entities in town, regardless of whether they are in the walkable district.

- Concord manages governance of the Cultural District with a 1.5-person Chamber of Commerce

- She works Town Manager, Planning Dept and DPW on District matters.

- Think about the best time of year for a MCC site visit

Item III: Discussion

Timeline:

We have done a lot of the work, and could be done by September.

We need a group to go forward

Boundaries:

We could choose to apply for a district that is larger than walkable (e.g. Cultural Corridor from East to Heights , and have the MCC push back

We could ask to expand the district, if we just being with e.g. Arlington Center

We could try to activate the area between the East and the Center to combine the areas into one district

Arlington's uniqueness/defining character as possible defining character of the district:

Historic Resources

Public Art

Bike Path very important

Old Schwamb Mill – a gem

Access

-to Alewife

-Buslines

-Bikeway

We are also part of larger district – scenic byway

What we need:

Business Community /Chamber needs to be involved

Marketing Materials

Funding: parking plan could be dedicated to improvements within the district

Take advantage of Changes in the town by laws to facilitate arts and culture like busking permits, all day parking allowed in the center

Management composition

Someone to write the application: possibly the new Chamber of Commerce administrator? Potential for Chamber to take a leading role with the right person. They are in the process of hiring a new director

Places to park buses

A larger Visitor's Center possibly with rest rooms

Next steps:

- Ask organizations to be part of the partnership (A sign-up sheet was passed around)

- Post Electronic Copy of the application and a list of assets on a Google Drive

- Convene a follow up meeting

- BOS to hold public hearing